

Author's promotional information

Date _____

1. Contact information

Author's name (for correspondence) _____

Preferred mailing address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Other (____) _____

e-mail _____

2. Business information

Social Security number _____ Citizenship _____

Employed by _____

3. Author background *A copy of your résumé or curriculum vitae is also helpful.*

Author's name (as it should appear on books) _____

Date and place of birth _____

Pseudonyms _____

Education	College or university	Degree	Date
_____	_____	_____	_____
_____	_____	_____	_____

Awards and honors

Highlights of previous experience (work, achievements, travel, hobby, etc.) relevant to promoting your book

Other books or publications for which you have been the author or editor

Title	Publisher	Date	Topic
_____	_____	_____	_____
_____	_____	_____	_____

Professional meetings you regularly attend, relevant to promoting your book

4. Capsule biography *Please draft a brief "About the Author" paragraph*

5. Promotional background for this book

Potential market groups for this book *Please check all that apply; describe market niches*

- General bookstores
 - Specialty bookstores: _____
 - Online sales
 - Mail-order sales
 - Author-event sales at _____
 - Textbook or classroom supplement for _____
 - Gift book for _____
 - Library acquisition for _____
 - Premium giveaway for _____
 - Gift book for _____
- _____
- _____

Demographic matches for this book *Please describe your ideal readers for this book*

Endorsements *Please list the names and contact information of any influential individuals who may be willing to provide a quote for promotional use (please indicate the nature of any relevant personal or professional connection). If you already have such endorsements, please attach or forward a copy of each quote and written permission to use the material.*

Notifications *Please list the names and addresses of any other influential individuals who would like to receive notification of your book's publication.*

Bookstores *Please list any bookstores with which you have a personal connection, that may have an interest in your book.*

Reviews *Please list the most important review media to which review copies should be sent.*

Media *Please list the most important news media (including electronic outlets) to which a press release should be sent.*

Awards competitions *Please list any awards or prizes for which you believe your book should be submitted. Be sure to include contact information for sponsors.*

Additional markets *Please list any likely markets or informational outlets for your book not covered above.*

Capsule description *For purposes of promotional copy, please draft a paragraph of approximately 300 words that describes your book.*

Please provide a phrase or sentence of 25 words or less that best describes your book.

Personal statement If desired, provide a personal statement (for possible promotional use) that addresses why you wrote this book and/or the experience of researching and writing it.

6. Author photograph

Please provide a photograph (headshot preferable) suitable for use on your book cover and/or other promotional materials, in one of the following formats. A professional portrait is preferable, but any photo should be sharply focused, adequately lighted, and well composed.

___ Wallet-size or larger professional portrait, color or B/W print

___ Digital photo, color or B/W, at least 266 dpi resolution at 2x3 inches or larger, TIFF format

___ Digital photo, color or B/W, 72 dpi resolution at 10x13 inches or larger, JPEG format

For professional photographs, please secure permission to reproduce the photograph, and provide the appropriate credit line below.

Photo credit: _____

6. Cover artwork

If you have any artwork that you would like considered for use on the dust jacket, please submit it along with the name, address, and telephone number of the artist or photographer. If approved, we may ask you to obtain permission, in writing, for its use.